TRAVEL AGENCY BOOKING TRENDS

DECEMBER 21, 2020



AUTHORITY

Global Agency Pro

- HTA subscribes to Global Agency Pro, an online travel distribution system consisting of Travel Agency data
- Global Agency Pro provides access to over 90% of the world's Travel Agency airline transactions
- The database consists of five years of historical ticketing data and one year of advance purchase data
- The information is updated daily with a recency of two days prior to current date



Global Agency Pro Index

Bookings

- Net sum of the number of visitors (i.e., excluding Hawai'i residents and inter-island travelers) from Sales transactions counted, including Exchanges and Refunds.
- Booking Date
- The date on which the ticket was purchased by the passenger. Also known as the Sales Date

Travel Date

- The date on which travel is expected to take place.

Point of Origin Country

- The country which contains the airport at which the ticket started

Travel Agency

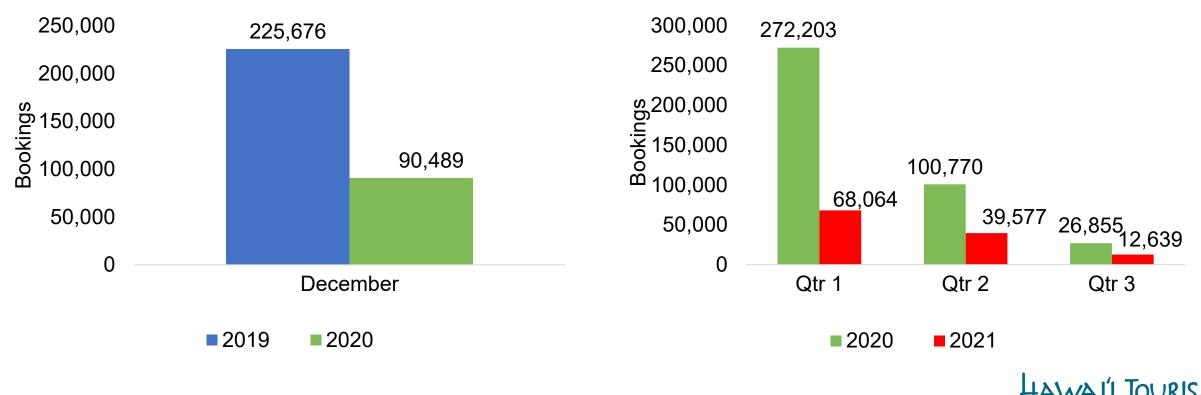
- Travel Agency associated with the ticket is doing business (DBA)



US

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 by Month Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 by Quarter

AUTHORITY

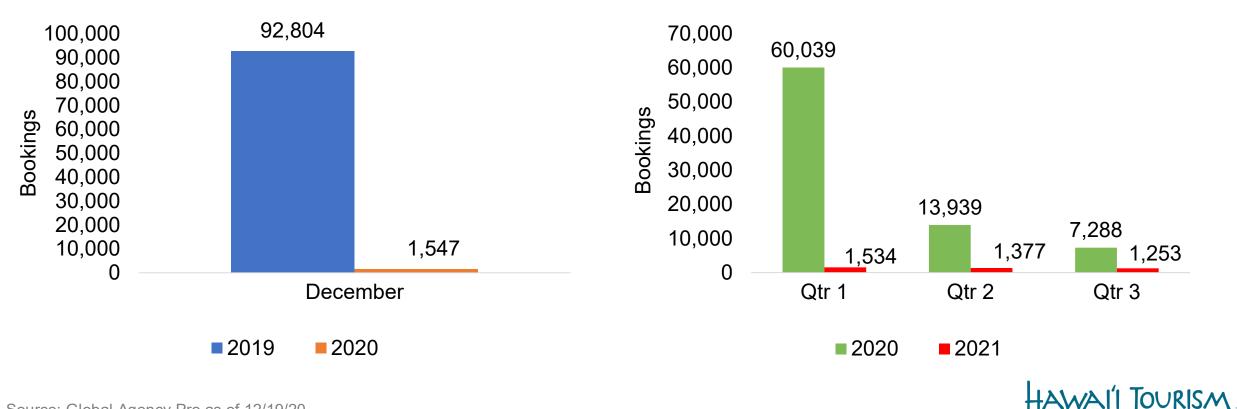


Source: Global Agency Pro as of 12/19/20



Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 by Month Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 by Quarter

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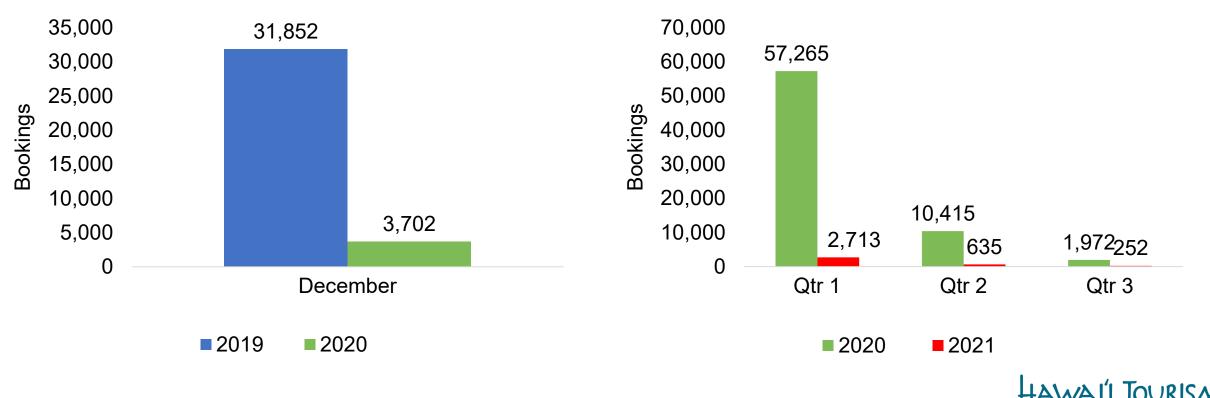


Source: Global Agency Pro as of 12/19/20

CANADA

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 by Month Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 by Quarter

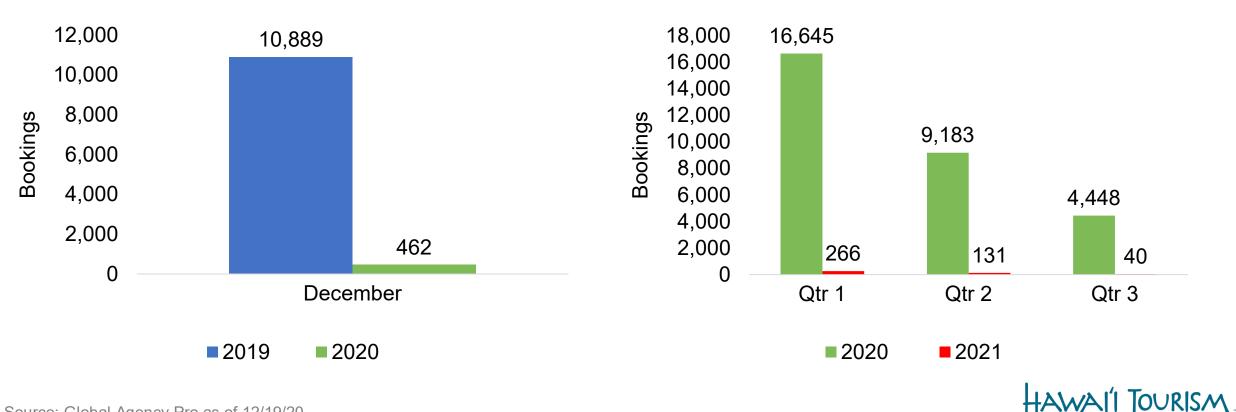
AUTHORITY



AUSTRALIA

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 by Month Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 by Quarter

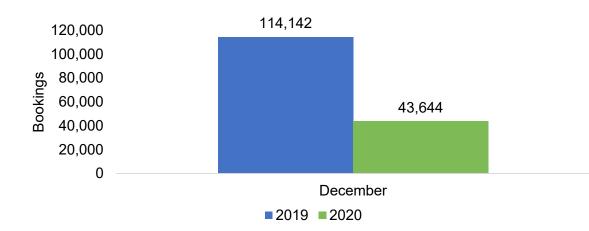
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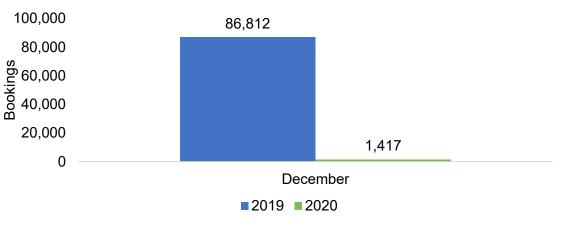
Source: Global Agency Pro as of 12/19/20

O'ahu by Month 2020

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - U.S.

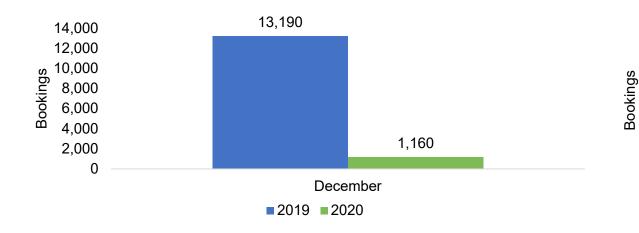


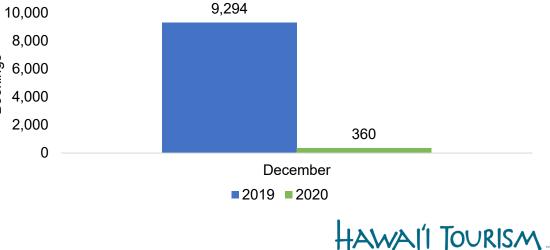
Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Japan



Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Canada

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Australia

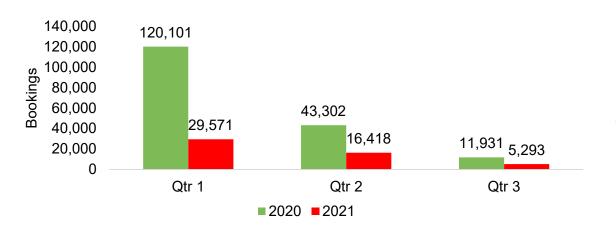




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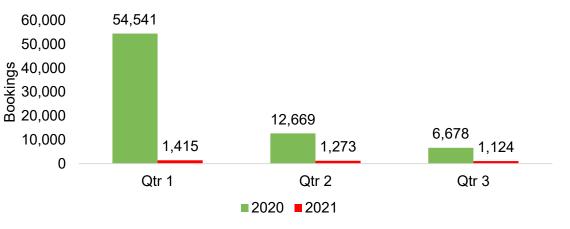
O'ahu by Quarter 2021

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - U.S.

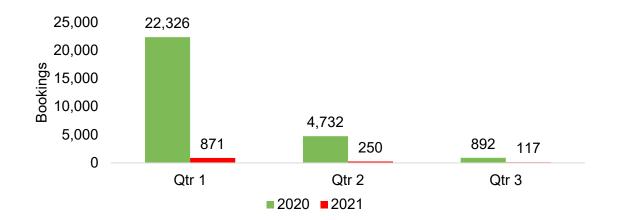


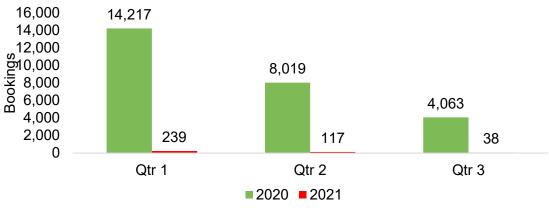
Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Canada





Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Australia



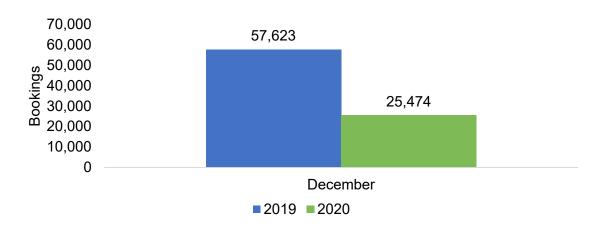


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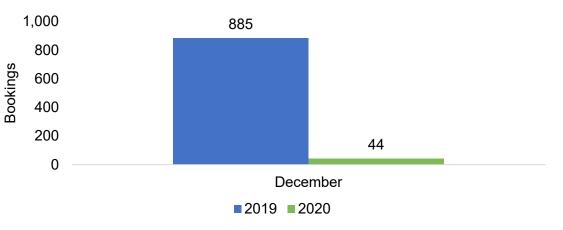
Maui by Month 2020

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - U.S.



Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Canada

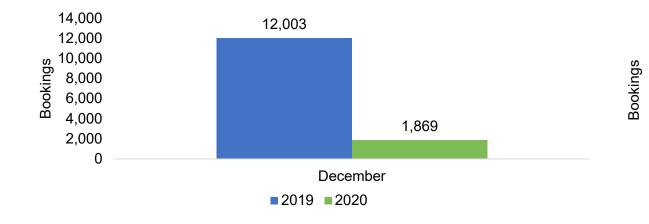




Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Australia

713

800

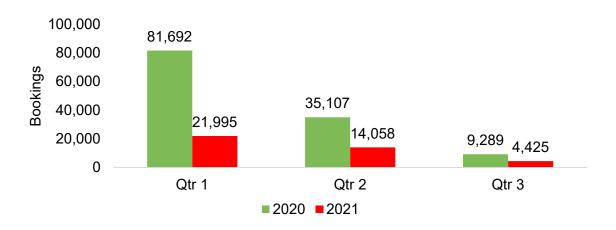


700 600 500 400 300 200 100 0 December ■ 2019 ■ 2020

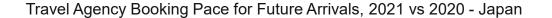
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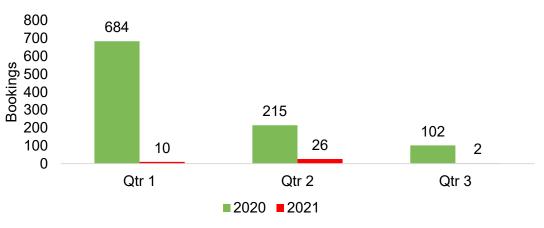
Maui by Quarter 2021

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - U.S.

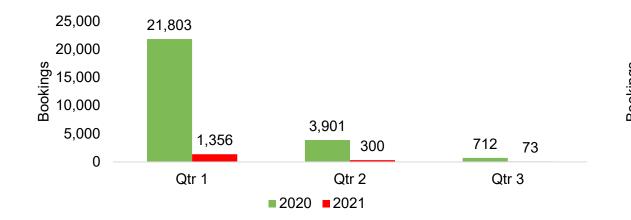


Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Canada





Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Australia



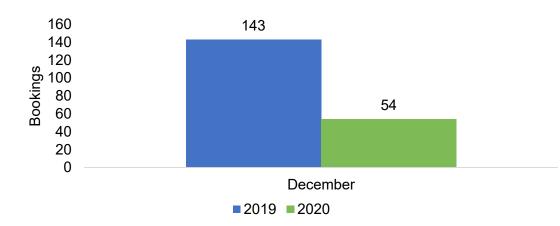




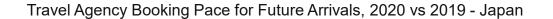
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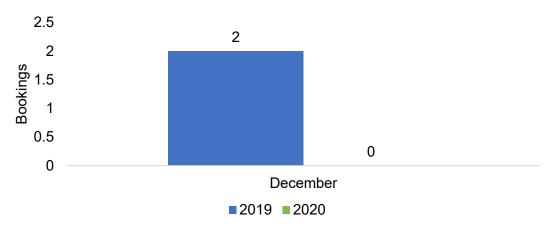
Moloka'i by Month 2020

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - U.S.

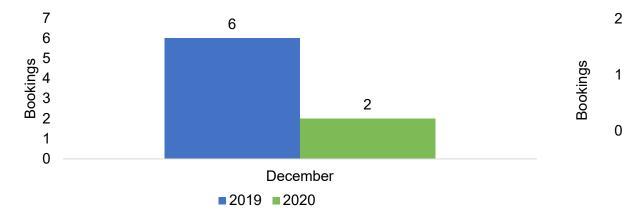


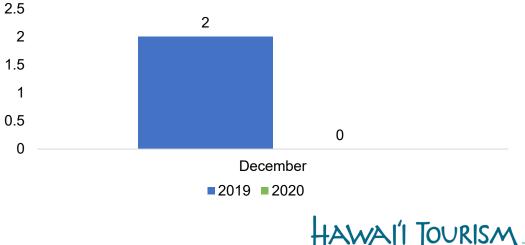
Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Canada





Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Australia

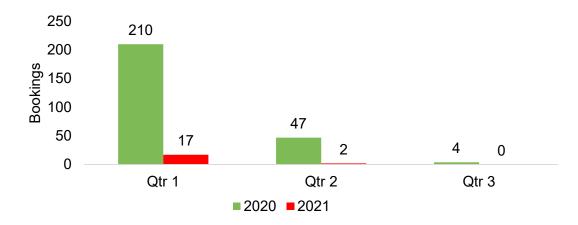




AUTHORITY

Moloka'i by Quarter 2021

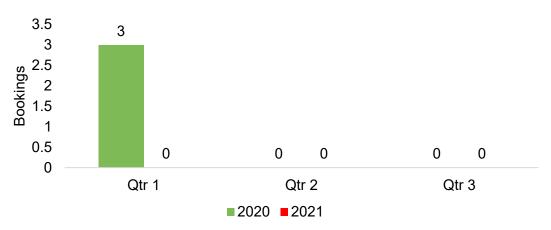
Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - U.S.



Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Canada



Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Japan



Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Australia

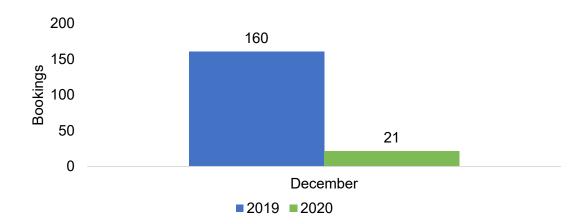




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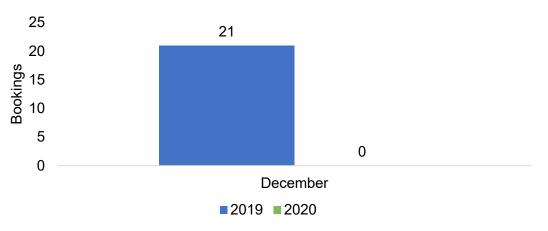
Lāna'i by Month 2020

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - U.S.



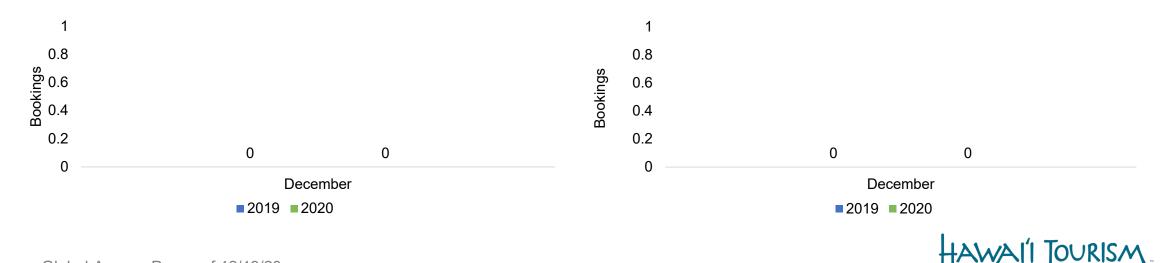
Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Canada

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Japan



Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Australia

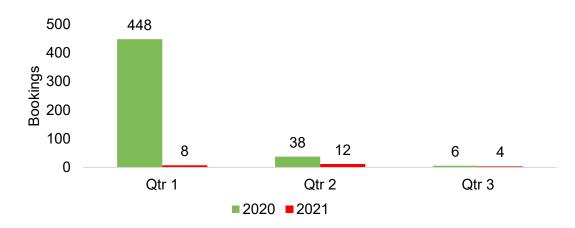
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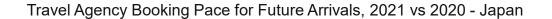
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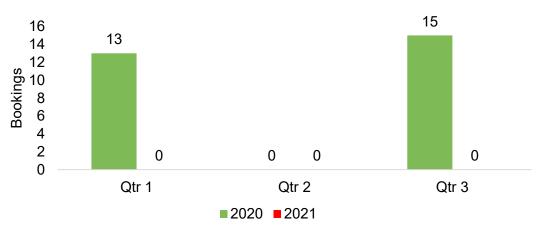
Lāna'i by Quarter 2021

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - U.S.

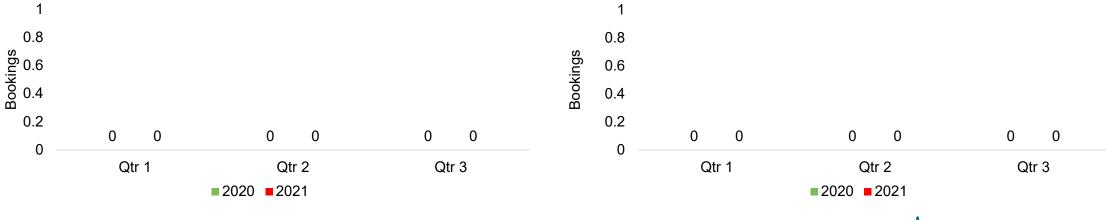


Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Canada





Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Australia

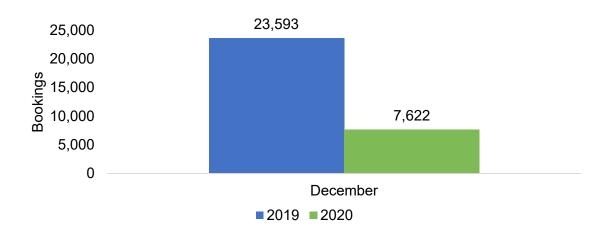




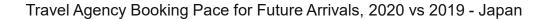
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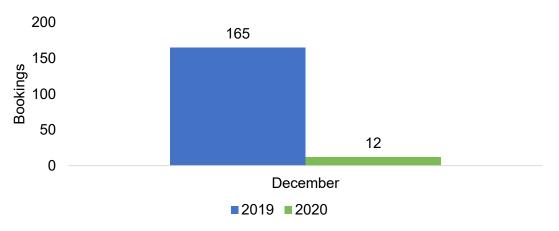
Kaua'i by Month 2020

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - U.S.

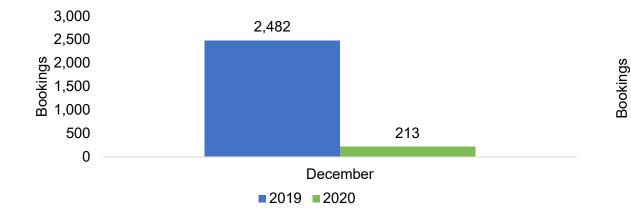


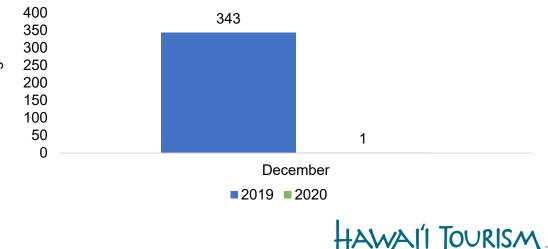
Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Canada





Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Australia



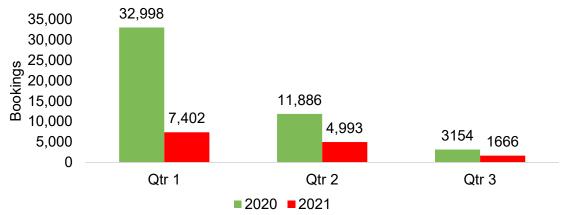


AUTHORITY

Source: Global Agency Pro as of 12/19/20

Kaua'i by Quarter 2021

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - U.S.



Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Canada

50 2 0 Qtr 1 2020 2021

250

200

Bookings 100 100

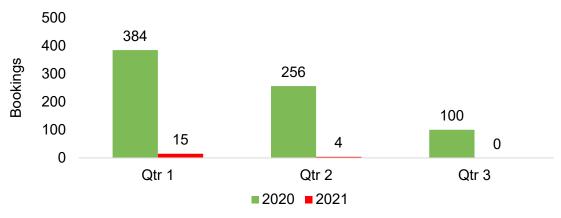
191

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Australia

34

3

Qtr 2



Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Japan



33

0

Qtr 3

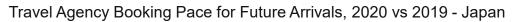
6,000 4,812 5,000 sbuy 3,000 2,000 718 1,000 178 168 51 40 0 Qtr 1 Qtr 2 Qtr 3 2020 2021

Source: Global Agency Pro as of 12/19/20

12/21/2020

Hawai'i Island by Month 2020

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - U.S.

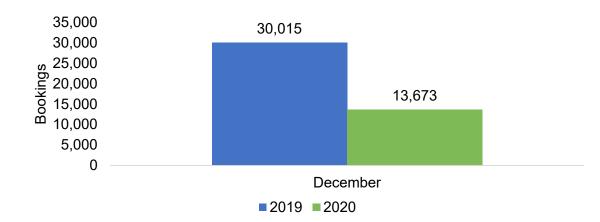


4,919

6,000

5,000

0

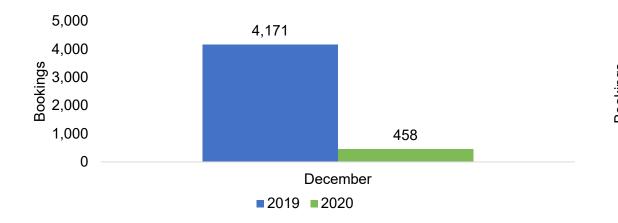


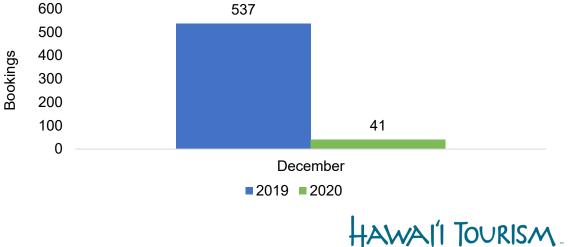
\$ 4,000 3,000 2,000 1,000 74

December
2019 2020

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Canada

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Australia



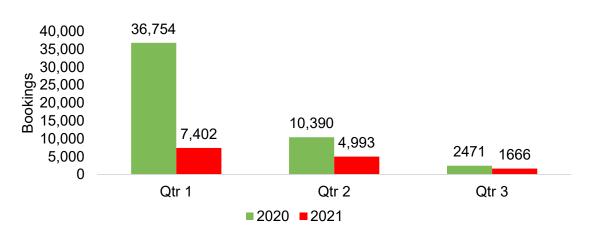


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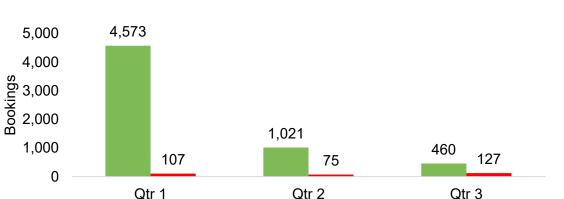
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Hawai'i Island by Quarter 2021

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - U.S.

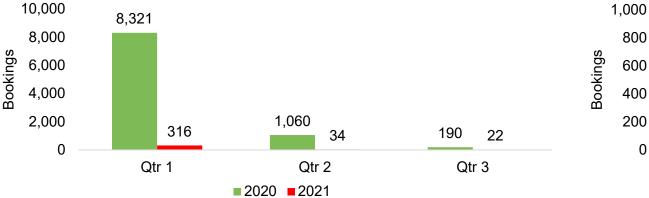


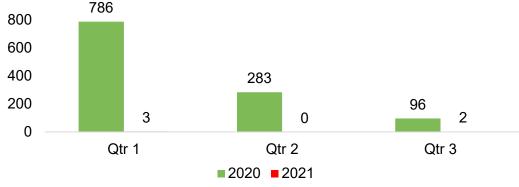
Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Canada



2020 2021

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Australia







Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Japan

Source: Global Agency Pro as of 12/19/20